



**United States Consulate General  
Sao Paulo, Brazil  
Date: 10/10/2014  
Vacancy Number: 2014/39**

**To: All Interested Candidates/ All Sources**

**Subject: Vacancy – Commercial Specialist**

**Note: All Ordinarily Residents (OR) applicants must have the required work and/or residency permits at the time of application to be eligible for consideration. The Mission does not sponsor work permits.**

**Position:** Commercial Specialist, PN#: C23-1510-FCS  
FSN-11, FP-4\*

**Opening date:** Friday, October 10, 2014

**Closing date:** Friday, October 24, 2014

**Work hours:** *Full-time; 40 hours/week*

**Salary:** *Ordinarily Resident (OR): R\$ 111,103 to R\$ 138,878.00 p.a.  
Not Ordinarily Resident (NOR): US\$ 62,174 p.a. \*\**

\* Actual grade and salary will be based on the qualifications of the applicant

\*\* Overseas Comparability Pay will apply if an FMA appointment

**The U.S. Consulate General in Sao Paulo is seeking an individual for the position of Commercial Specialist in the Foreign Commercial Service.**

**Basic Function of Position**

Incumbent is regarded as an Investment Commercial Specialist and is responsible for the promotion of investment in the U.S. Serves as Commercial Service Brazil's single nationwide expert for identifying and gathering complex and critical information on possible Brazilian firms interested in U.S. investments in the short/medium/long term as well as providing information on SelectUSA (SUSA) programs and federal incentives to said firms. Maintains an extensive range of senior and high level contacts in business and government critical to the achievement of mission goals. Liaises independently with senior municipal, state and federal government representatives

throughout Brazil. Informs host government officials and business organizations about U.S. legislation, regulations, and practices related to foreign investment. Advises U.S. and host country clients on laws affecting commercial investments. Incumbent maintains relationships with U.S. Economic Development Offices (EDOs) while promoting investment, and offers investment promotion opportunities equally to all 50 States and U.S. territories. Incumbent liaises with SelectUSA officials at USDOC headquarters and provides regular and timely reporting on Ombudsman/Investment Advocacy cases, outreach activities, Single Location Promotions, investment successes, and investor inquiries via appropriate channels including ITA Central. Incumbent houses information on historical Brazilian investment in the United States. Incumbent provides skilled assistance to the entire Mission Brazil staff on SelectUSA programs. Incumbent will be asked to facilitate events, speak at events, and provide well-informed and substantial talking points and other materials on investment to other Consulates and/or Embassy officials throughout Brazil. The Deputy Senior Commercial Officer (DSCO) in São Paulo will be the first line supervisor, and the incumbent will work actively with the Senior Commercial Officer (SCO) on mission-wide planning and activities. The incumbent will work with the SCO and DSCO to reach out to other Posts throughout Brazil to increase the scope of outreach.

## **Major Duties and Responsibilities**

### **Strategic Planning (10 %)**

The incumbent extensively participates in the formulation of the CS Brazil's strategic plans for investment promotion, market development and commercial reporting. Acts to implement this plan exercising the highest degree of independent judgment, and is relied upon for expert advice. Makes recommendations regarding specific investment promotion targets to the CS Brazil Senior Commercial Officer. Serves as advisor to the CS Brazil officers on specific investment promotion strategies, targets and projects that will enable maximum promotion of U.S. exports even in light of such complex factors as fast-changing regulations, policies, and practices; difficult economic or political conditions; non-tariff barriers to commercial investment and increasing foreign competition. Plans outreach and market development strategies that pertain to assigned sector(s).

### **Business Matchmaking and other CS Products and Services (20 %)**

The incumbent is responsible for the identification of distributors, representatives, or joint venture partners utilizing CS Brazil's suite of programs and services, including but not limited to the Gold Key Service (GKS), the International Partner Search (IPS), and the Platinum Key Service (PKS), and prepares company background checks (ICP). Undertakes these as requested but also makes recommendations to companies on which Commercial Service products and services best meet their needs. Recommends and develops customized products for clients in need of more complex business services. Incumbent also investigates and makes recommendations for the resolution of complex and sensitive trade complaints and advocacy cases presented by U.S. firms, some of which involve large sums of money. Works with other trade-related elements of the Department of Commerce, such as the Bureau of Export Administration (pre-license and/or post-shipment investigations), Import

Administration (antidumping and countervailing duty investigations) and Multilateral Affairs (compliance issues).

### **Trade Events (15 %)**

The incumbent provides input on the development of post's annual event calendar, proposing trade events (trade missions, exhibitions, seminars, videoconferences, etc.), both within assigned sector(s) of responsibility and with a view toward maximizing best prospect opportunities for U.S. goods and services. Works to implement events as the leader of a team that includes promotion, recruitment, and administrative staff (including Department of Commerce HQ staff, the Embassy or other Consulates, as well as trade associations and/or trade fair authorities). Assumes hands-on or oversight responsibility for organizing logistics and event/meeting schedules, preparing promotional materials, drafting market research and briefing materials, preparing and monitoring budgets, supervising contractors, managing promotion and recruitment, preparing end-of-show reports, and following up to identify and report success stories. Incumbent tracks client satisfaction and uses results to propose and implement improvements for future events, products, services, and procedures. In trade missions led by high-ranking USG officials that are related to assigned sector(s) or as assigned supervisor, the incumbent works closely with the SCO, DSCO, PCO, USG official's staff and other specialists as the lead organizer of the official agenda and the event scenarios, as well as to advise on local policy and procedures. The incumbent also identifies the most important trade shows in the U.S. and may organize groups of host country firms to attend these International Buyer Programs (IBP). Briefs local buyer groups on business practices and advises them in partnering with appropriate U.S. firms.

### **Counseling (20 %)**

As an expert on matters affecting assigned sector(s) as well as general trade issues (e.g., laws, regulations, standards, procedures, and other legal matters affecting the importation of U.S. goods and services), the incumbent advises U.S. firms, senior CS Brazil officers, and other U.S. government officials on effective strategies for market entry, market expansion, and participation in and advocacy for major projects. Counsels visiting U.S. business representatives, providing expert technical advice on trade opportunities and challenges throughout Brazil. Incumbent prepares speeches and discussion points in both English and Portuguese, and gives presentations on CS Brazil programs and bilateral commercial relations to business audiences in both the U.S. and throughout Brazil. Incumbent provides expert level support to other U.S. government agencies in the U.S. and to U.S. Mission Brazil's Country and City Teams. Recommends actions to mitigate possible trade barriers.)

### **Market Research (20 %)**

The incumbent performs a range of research-related activities. 1) In the nationwide sector(s) for which incumbent is responsible, prepares market studies, analyzing statistics and forecasting trends in trade, production and markets, assuring the maximum degree of accuracy, completeness and reliability in the final report. Incumbent's sector(s) is one of the most critical sectors in Brazil for U.S. firms. Sources of information include official government contacts and reports, industry and

trade association contacts and reports, trade directories, and web sites. When formal statistical information does not exist, uses contacts in industry and government and exercises good judgment and analytical ability to estimate data. 2) Writes analytical reports indicating how the host country's most complex laws, policies, and business practices affect U.S. trade and investment. 3) Assists in development of the CS Brazil's annual market research plan and helps ensure timely completion, or negotiates with SCO and HQ if plans must be changed. The range of market studies produced include Customized Market Analysis (CMA), Industry Sector Analysis (ISA), International Market Insight (IMI), Flexible Market Research (FMR) and the Country Commercial Guide (CCG). Occasionally such reports, or parts thereof, are performed by outside contractors, in which case the incumbent selects and supervises the contractors and reviews the final report for conformity with CS quality standards.

### **Trade Contacts and Market Development (15 %)**

The incumbent serves as senior advisor to the Senior Commercial Officer and Deputy Senior Commercial Officer, both in the sectors of assigned responsibility and in commercial issues of a broader scope, and is relied upon for accurate information, advice and judgment. Incumbent develops and maintains an extensive range of contacts vital to U.S. commercial interests, including senior and high level government officials, top executives in banking, commerce, and industry, and representatives of trade associations and international organizations. Incumbent uses these contacts to identify and suggest solutions to problematic trade issues, resolve trade complaints, and identify trade opportunities and potential partners for U.S. firms. Incumbent makes recommendations to assure maximum promotion of U.S. exports in the light of complex factors in the changing political and economic situation, as well as tough foreign competition and strong cultural barriers. Works closely with government officials, associations and leading private sector companies to eliminate eventual non-tariff barriers that may jeopardize U.S. exports.

### **Qualifications Required**

Items 1-5 are all required.

#### **Notes:**

- 1) Applicants must address each selection criterion detailed below with specific and comprehensive information supporting each item. Failure to do so will result in disqualification of your application.
- 2) **Applicants are required to submit their applications or resumes in English.**

#### **1) Education:**

Bachelor's degree or equivalent in business management, economics, marketing, finance, foreign trade, international relations, business administration or similar field required.

#### **2) Experience:**

Progressively responsible experience in business, government or NGOs in the fields of marketing, trade promotion, international trade, economics, market research, business management, commercial investment, commercial banking or similar field required.

#### **3) Language (These may be tested):**

Level IV (Fluent) reading, writing and speaking in English is required.

Level IV (Fluent) reading, writing and speaking in Portuguese is required.

**4) Knowledge (This may be tested):**

- A thorough understanding of U.S. Commercial Service trade promotions goals, program and procedures, including marketing strategies, reporting requirements and knowledge of SelecUSA.
- A thorough knowledge of U.S. business practices, problems, requirements, and activities.
- Strong knowledge on foreign direct investment trends, climate and incentives in the U.S.
- Thorough knowledge of Brazil's domestic economy, commercial, and industrial structure, business and industry customs and practices, and trade investment laws, regulations, and policies.

**5) Skills and Abilities (These may be tested):**

- Ability to develop and maintain an extensive range of senior to high-level contacts in the host country government and private sector.
- Ability to plan, organize, and execute complex commercial investment projects and to prepare precise and accurate factual and analytic reports.
- Ability to render advice with detachment and objectivity, employing sound professional judgment.
- Ability to provide training and supervision to subordinate employees.
- Ability in the use of Microsoft Office, Outlook, Internet and similar software application packages.
- Typing Level II (30-59wpm).

**Selection Process**

When fully qualified, U. S. Citizen Eligible Family Members (USEFMs) and U.S. Veterans will be given preference. Qualified USEFM applicants who are also U.S. Veterans will receive the highest preference. Therefore, it is essential that the candidate specifically address the required qualifications above in the application.

**Additional Selection Criteria (see Appendix A for definitions)**

1. Management will consider nepotism/conflict of interest, budget, continuity and residency status in determining successful candidacy.
2. Current employees serving a probationary period are not eligible to apply.
3. Current Ordinarily Resident employees with an Overall Summary Rating of Needs Improvement or Unsatisfactory on their most recent Employee Performance Report are not eligible to apply.
4. Currently employed US Citizen EFMs who hold an Family Member Appointment (FMA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment.
5. Currently employed NORs hired under a Personal Services Agreement (PSA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment unless currently hired into a position with a When Actually Employed (WAE) work schedule.

**To Apply**

Interested candidates for this position must submit the following for consideration or their application will not be considered:

1. Applicants who claim EFM or MOH status must include in the cover letter accompanying their application that they are claiming EFM / MOH status, their present nationality, and name and employing section/ agency or their sponsoring family member.
2. Application for U.S. Federal Employment DS-174 (available from the Mission website); **or**
3. A current resume or curriculum vitae that provides the same information found on the DS-174 (see Appendix B for more information). **plus**
4. Candidates who claim U.S. Veterans Preference must provide a copy of their Form DD-214 with their application. Candidates who claim conditional U.S. Veterans Preference must submit documentation confirming eligibility for a conditional preference in hiring with their application.
5. Any other documentation (e.g., essays, certificates, awards) that addresses the qualification requirements of the position as listed above.

**Submit application to**

Email: [recrutamentosaopaulo@state.gov](mailto:recrutamentosaopaulo@state.gov) with vacancy title **Commercial Specialist**.

**Closing date for this position: Friday, October 24, 2014**

The U.S. Mission in Brazil provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.

The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.

Drafted: E. Branco - HR

Cleared: E. Gohoure – HRO

Cleared: D. Rambo – Commercial Officer

Approved: A. Hoff –A/MGT

## **APPENDIX A**

### **DEFINITIONS**

1. **Eligible Family Member (EFM):** An individual related to a US Government employee in one of the following ways:

- Spouse or same-sex domestic partner (as defined in [3 FAM 1610](#));
- Child, who is unmarried and under 21 years of age or, regardless of age, is incapable of self-support. The term shall include, in addition to natural offspring, stepchildren and adopted children and those under legal guardianship of the employee or the spouse when such children are expected to be under such legal guardianship until they reach 21 years of age and when dependent upon and normally residing with the guardian;
- Parent (including stepparents and legally adoptive parents) of the employee or of the spouse, when such parent is at least 51 percent dependent on the employee for support;
- Sister or brother (including stepsisters and stepbrothers, or adoptive sisters or brothers) of the employee, or of the spouse, when such sibling is at least 51 percent dependent on the employee for support, unmarried, and under 21 years of age, or regardless of age, incapable of self-support.

2. **US Citizen Eligible Family Member (USEFM):** For purposes of receiving a preference in hiring for a qualified position, an EFM who meets the following criteria:

- US Citizen; and,
- EFM (see above) at least 18 years old; and,
- Listed on the travel orders of a direct-hire Foreign, Civil, or uniformed service member assigned to or stationed abroad with a USG agency that is under COM authority, or at an office of the American Institute in Taiwan; and either:
  1. Resides at the sponsoring employee's or uniformed service member's post of assignment abroad or at an office of the American Institute in Taiwan; or
  2. Resides at an Involuntary Separate Maintenance Allowance (ISMA) location authorized under 3 FAM 3232.2.

3. **Appointment Eligible Family Member (AEFM):** EFM (see above) eligible for a Family Member Appointment for purposes of Mission employment:

- Is a U.S. citizen; and
- Spouse or same-sex domestic partner (as defined in [3 FAM 1610](#)) or a child of the sponsoring employee who is unmarried and at least 18 years old; and
- Is listed on the travel orders or approved Form [OF-126](#), Foreign Service Residence and Dependency Report, of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad at a

U.S. mission, or at an office of the American Institute in Taiwan (AIT), and who is under chief of mission authority; and

- Is residing at the sponsoring employee's post of assignment abroad or, as appropriate, office of the American Institute in Taiwan.
- Does not receive a Foreign Service or Civil Service annuity.

**4. Member of Household (MOH):** An individual who accompanies a direct-hire Foreign, Civil, or uniformed service member permanently assigned or stationed at a U.S. Foreign Service post or establishment abroad, or at an office of the American Institute in Taiwan. An MOH is:

- Not an EFM; and,
- Not on the travel orders of the sponsoring employee; and,
- Has been officially declared by the sponsoring USG employee to the COM as part of his/her household.

A MOH is under COM authority and may include a parent, unmarried partner, other relative or adult child who falls outside the Department's current legal and statutory definition of family member. A MOH does not have to be a US Citizen.

**5. Not Ordinarily Resident (NOR) –** An individual who:

- Is not a citizen of the host country; and,
- Does not ordinarily reside (OR, see below) in the host country; and,
- Is not subject to host country employment and tax laws; and,
- Has a US Social Security Number (SSN).

NOR employees are compensated under a GS or FS salary schedule, not under the LCP.

**6. Ordinarily Resident (OR) –** A Foreign National or US citizen who:

- Is locally resident; and,
- Has legal, permanent resident status within the host country; and,
- Is subject to host country employment and tax laws.

EFMs without US Social Security Numbers are also OR. All OR employees, including US citizens, are compensated in accordance with the Local Compensation Plan (LCP).

## **APPENDIX B**

If an applicant is submitting a resume or curriculum vitae, s/he must provide the following information equal to what is found on the DS-174.

### **Failure to do so will result in disqualification of your application**

- A. Position Title
- B. Position Grade
- C. Vacancy Announcement Number (if known)
- D. Dates Available for Work
- E. First, Middle, & Last Names as well as any other names used



- F. Date and Place of Birth
- G. Current Address, Day, Evening, and Cell phone numbers
- H. U.S. Citizenship Status (Yes or No) & status of permanent U.S. Resident (Yes or No; if yes, provide number)
- I. U.S. Social Security Number and/or Identification Number
- J. Eligibility to work in the country (Yes or No)
- K. Special Accommodations the Mission needs to provide
- L. If applying for position that includes driving a U.S. Government vehicle, Driver's License Class / Type
- M. Days available to work
- N. List any relatives or members of your household that work for the U.S. Government (include their Name, Relationship, & Agency, Position, Location)
- O. U.S. Eligible Family Member and Veterans Hiring Preference
- P. Education
- Q. License, Skills, Training, Membership, & Recognition
- R. Language Skills
- S. Work Experience
- T. References